Directions:

You are going to explore the Nielson Ratings! Go to <http://www.zap2it.com/tv/ratings/zap-weekly-ratings,0,7508066.htmlstory>. Check out how the shows are ranked and the information given on the site.

Answer the following questions with the information you have found:

1. What show has the highest number of people watching it? What channel is it shown on?
2. What show is the highest rated on Cable? What channel is it shown on?
3. What network has the most shows in the Top 20?
4. How many of the Top 20 shows do you watch? (this can be regularly or once in a while)
5. What is the highest rated sporting event?
6. What time slot is the highest rated show shown during?
7. What kind of advertisers do you think would pay for time during the highest-rated slots?
8. What is your favorite show? How does it rate?
9. What are 2 things that shows in the Top 20 seem to have in common?